

Arizona Republican's Editorial Page

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THURSDAY MORNING, SEPTEMBER 23, 1915

In the treatment of nervous cases,
he is the best physician who is the
most ingenious inspirer of hope.
—Samuel Taylor Coleridge.

The Advertisement of Advertising

It is said that the children of the shoemaker are the last to be shod and the children of the tailor the last to be clad. It is, therefore, in keeping with the inverted order of things that men who deal in advertising are the last to advertise their wares to the public, though they have been fairly industrious in bringing them to the attention of advertisers.

The neglect of publicity for advertising was a subject for consideration at a meeting of the executive committee of the Associated Advertising Clubs of the World at Indianapolis day before yesterday, and it was recommended that the club give this matter the attention it deserves, and so remove an erroneous impression from the public mind.

The error of the impression is found in the fact that it is incomplete. The citizen understands that advertising is an item of expense in the conduct of business, like rent, taxes, clerk hire, etc., all of which the public must pay. So far, the citizen is well informed. It is also apparently clear that if the merchant can keep down his expense, he can afford to sell his goods cheaper. But here error begins to creep in. The citizen fails to distinguish between profitable and needless expense. If one merchant would eliminate the services of clerks entirely, and that is a big item of expense, he could not sell as cheap as the merchant who requires the services of a dozen clerks. It is presumed, and it is a fact, that each clerk must be a source of profit to the merchant. If he eliminates these sources of profit he must go out of business or substitute for the profits he has thrown away by taking more profit from his customers—by charging them more for his goods. We mean that a man with no clerks or not enough clerks has not enough customers.

The more customers a merchant has, the less profit he need exact from each, and in those times of fierce competition merchants are forced to take from their customers the smallest possible profit. There is only one object sought to be attained by advertising—more customers. If it cannot produce more customers, the money paid for advertising is wasted and it is naturally charged up to the public. But the merchant would not waste his money that way, for he is compelled to charge as little against his customers as possible.

So, when a merchant advertises extensively, the public may be assured that he is not wasting his money. The public may be assured that it is bringing him more customers in either larger numbers or greater purchasing volume, and that in either case he can afford to sell cheaper, than if his trade were smaller.

Thus, it will be seen that advertising, while an expense, is also an investment, and that if it pays the merchant, it must also pay the public. We suppose it would be possible for a merchant to eliminate every expense attendant upon the conduct of his business except taxes. He could get along with the payment of little or no rent by keeping his goods in a dry goods box on a vacant lot. He could get along without water, light, or clerks, and without advertising, but the people who should trade with him would be so few that the burden of profit they would have to contribute to enable the merchant to live would be a heavy one.

National and Private Finance

There is a difference between a private debt and a public or national debt, though it is possible for both of them to reach a staggering point—where the individual or the nation will give way under a burden of obligations. It was Somers, we believe, who first pointed out to the English people that a national debt was a national blessing rather than a national burden; that it would add to the stability of government; that it would offer a means for the investment of private funds which at a low rate of interest would afford permanent annuities. This idea has been carried farther. It has been declared that it is not essential to the well-being of a nation or its creditors that a national debt should ever be paid.

It was only essential that the credit of the nation and its resources should be sufficient; that the nation should be perpetual. The British Consolidated Debt under the law need never be paid, for it is payable only "at the pleasure of the government." Holders of British Consols have never desired that the government should redeem them. They are in themselves as negotiable as our treasury notes, bank notes or certificates, and these evidences of our government's indebtedness, though nominally subject to redemption, may be only replaced from time to time. Of course, a holder may, if he wishes, obtain the value of them in gold, but holders are as indifferent to actual redemption of these evidences as are the holders of British Consols.

But the additional burden which Great Britain

is about to put upon its resources in the shape of taxation and the further proposed burden of the British share, the greater share, of the Anglo-French loan, may set its citizen creditors to inquiring whether the credit of the nation is not being impaired, and when the process of impairment will cease.

In his speech on the British war budget on Tuesday, Mr. McKenna, chancellor of the exchequer, stated that the expenditures for war purposes for the ensuing year would be \$25,000,000 daily, or more than \$8,000,000,000. That is an increase of \$10,000,000 over the reported daily cost of the war to date. It is not proposed to raise this vast sum wholly by taxation, for the chancellor stated that another great loan, the amount of which was not given, would be necessary.

It is gathered from the speech of the chancellor that it is less the purpose to produce the vast sum by a direct tax, of which no mention is made, than by an indirect tax which "will satisfy neither the free-trader nor the scientific tariff reformer." The money will be raised, too, by what we call an internal revenue tax.

Tax or loan, at a certain stage, becomes a burden upon a nation's resources which consist, after all, only of the wealth of its citizens. It is proposed, however, that taxation in this case shall not make the people poorer; that it shall take nothing from them that they actually need, for, says the chancellor, "if by taxation we can restrict imports, reduce consumption and bring in revenue, we shall have found an ideal fiscal system."

Mr. McKenna admits that "we must not overlook the strain which such an expenditure will impose upon our source of supply." Nor can it be overlooked that his ideal fiscal system will be something of a strain upon the patriotism of Englishmen.

We of this country will not be uninterested in the operation of a British fiscal system which will restrict imports and reduce consumption at a time when Great Britain has taken control of our foreign commerce and restricted our exports to neutral nations, leaving us practically no outlet except into the countries of the allies.

In urging the marking of street names in Tucson, the Arizona Star mentions the case of an individual from the wilds of Gila county who, stopping at one of the leading hotels of that city, wrote to his friends at home, but he was unable to tell them the name of the street on which the hotel was situated without going out into the street and inquiring of the passing throng. The streets of Tucson and of every other large town ought to be marked, but not for the convenience of the dwellers in hotels. Probably not one guest in ten who stops at the Santa Rita, the Heald or the Tucson knows or cares what street it is situated on. Mail carriers and telegraph messengers know. It is not essential that travelers should know the street of the Waldorf-Astoria, the Blackstone, the New Baltimore, the Alexandria or the St. Francis. The name of the street would convey nothing.

Before the city enters into an arrangement for a connection of the asylum with the city sewer system, the greatest care should be taken to protect the rights of the city in the matter of securing adequate remuneration for the service proposed to be furnished the asylum. That is a state institution, and the state is amply able to pay for the service. The citizens of Phoenix, we are sure, will view with disfavor any arrangement that will increase the expense of the city in the operation of the sewer, unless provision is made to put the expense upon the beneficiary of the arrangement.

'GENE FIELD IN COMIC OPERA

(St. Joseph Gazette)

Charles E. Rush, city librarian, has received a valuable addition to the Eugene Field collection of the public library, in the form of a framed poster, announcing the performance in St. Joseph of "The Two Cadis," in which Field took one of the principal parts.

It probably is the only poster of the kind in existence, and was given to the library by B. Oppenheimer of Chicago, a retired merchant, who was one of the principals in the cast and one of the Cadis. Field being the other, Oppenheimer recently found the poster among some of his old effects.

The poster announces that "The Amateur English Opera Troupe of St. Joseph, Mo., will perform on Friday night, May 19, 1876, Eichberg's grand comic opera, 'The Two Cadis.'"

The cast of characters included:
Amie Miss Mattie Lancaster
Hassan Mr. Will Bogen

The Two Cadis

Ben Mush Mr. B. Oppenheimer
Ben Mush Mr. B. Oppenheimer

There was also a company including captain of the armed soldiers, chorists, etc., in which well known young society people took part.

The conductor was Phil W. Kost, the only one of the principals who is now living in St. Joseph, and the only one except Oppenheimer now alive.

"I remember the performances very well," Professor Kost said when asked about the matter. "We played to two packed houses. What do you think I got out of it? Just \$4.50."

The day following the first performance, a review of the play was given in the morning papers, from which the following extracts are taken:

"Miss Mattie Lancaster is without exception the best amateur we have ever seen on the stage in this city. Her purity of tone and the elasticity and flexibility of her voice are incomparable."

"Field and Oppenheimer as the Two Cadis brought down the house; their parts were comical and right comically and in a masterly manner did they play them, their appearance provoking applause and laughter, and to say that they were well received but mildly expresses the warmth of the welcome and the applause extended."

The poster will be added to the Field collection which was presented to the library by Purd B. Wright, former librarian here, this collection being now shown in the lobby of the library. It probably is the most complete anywhere.

A MOTORIST'S COMPLAINT

"My friends used to think I had done them something of a favor when I took them riding. But that was before the advent of these jitneys."

"And now?"
"Now they don't seem to consider themselves indebted to me more than a nickel's worth."—Kansas City Journal.

Vest Pocket Essays

By George Fitch

THE DONKEY

The donkey is a small, furry parody on a horse.

He is strong and willing, but not handsome. Even after a donkey has been gone over carefully with a safety razor and trimmed in the latest style he is not much to look at. He is taken less seriously than almost any other beast. Men who have earned \$3,000 a year all their lives and have poked the said \$3,000 down their throats with great industry until they are purple in the neck and as bulbous at the waist as a bulbous pear, laugh gaily when they see a donkey and make scathing comments on his looks.

The donkey does not resent this. He does not resent anything. He is the worst abused beast of burden in the world. In lands where the donkey is the principal means of transportation, his owner piles goods on him until his legs begin to bend and then encourages him to climb mountains by beating him with a fence rail.

This is because of his theory of non-resistance. The donkey never objects. He has been following a peace policy by himself for over 4,000 years. This is why the donkey driver does not hesitate to grab his donkey by the tail and get a free ride up a hill so steep that the sidewalks have rungs on them. He knows the salient difference between a donkey and a mule. The mule does not cruise around the country biting unoffending citizens but nobody pulls his tail or steps on his corns.

Sometimes in these trying days when we are pestered with submarines abroad and disarmament leagues at home it almost seems as if the donkey should be made the national bird of America.

The donkey is not only a much abused beast, but he has the reputation of being the biggest fool in the animal kingdom. This is not because of what he does, but what he says. The donkey doesn't know enough to keep his mouth shut.

When he brays he sounds like all the combined ignorances of the world holding a mass meeting.

In this fault the donkey resembles many men who could go through the world covering their defects with a flag but and plenty of whistles if they did not insist on talking at exposed points in the game.

Nothing is more pathetic than to behold a man acting as his own press agent with nothing but ignorance to advertise.

BULGARIA DECIDES

(Continued from Page One)

which is positive in action and certain of good results.

Rumors that Premier Radoslawoff is likely to resign are characterized in competent quarters as unfounded.

Although the government's military measures are characterized as preventive, no attempt is made to hide the fact that Bulgaria's policy is fixed and that it will be followed energetically to the very end, if necessary, to obtain the purpose in view, namely, the incorporation of Macedonia within its boundaries.

The Associated Press is informed from the highest quarter that the opposition now understands this, having been forcibly impressed therewith during the conference with the king. Moreover the opposition understands that its expressed wish to have government convene parliament and form a coalition cabinet is impossible of fulfillment at present on account of the extraordinary rapidity which marks, under the surface, the coming great event in Bulgaria's history.

Greek Cabinet Called

ATHENS, Sept. 22.—On receipt of the news that Bulgaria had ordered a mobilization of her troops, King Constantine summoned Premier Venizelos and the members of his general staff. The premier subsequently called a meeting of the cabinet.

The British, French and Russian ministers conferred with Premier Venizelos. The government faces the situation confidently.

A number of cavalry regiments have already left Sofia for unknown destinations.

WASHINGTON

The school is progressing satisfactorily with Miss Grey of Phoenix as principal, Miss Virgie Lockett of Washington, intermediate, and Miss Luddin of Glendale as primary teachers.

Dr. Hill reports Mrs. Houtstegen improving.

Mrs. Ada Stewart Carson has returned home after a pleasant summer spent in Missouri.

Mr. and Mrs. Brown of Nogales have purchased the attractive ten acres previously owned by H. S. Griswold. Mrs. Brown is here awaiting the arrival of Mr. Brown, who is a prominent stockman of Nogales.

Emmett Makemson is going to Sweetwater, Tex., where he has purchased a ranch. Mrs. Makemson has come to visit her parents in California.

Sam Stout has sold a fine bunch of hogs, seventy-two in number, and has begun to prepare seventy-five more for market.

The pulpit was filled Sunday by the pastor of the Pentecostal Holiness church of Phoenix.

Miss Edwina Howard has accepted a position in the Peoria district.

Mr. Hotchkiss of Glendale has leased the Marsh ten acres and moved onto it.

Hugh Pittman has gone to visit the fairs, after which he intends entering a school in Tennessee.

Uncensored Sense and Nonsense

(By Remlik)

Do you wish those in limbo

Who are socially cursed

To come back among us?

To again do their worst?

If so, let's agree

To set 'em all free

Let's grant 'em their freedom

By hangin' 'em first.

Those who favor the abolition of capital punishment, do so on the grounds of mercy, largely.

All the humanity which a criminal has a right to appeal to is found in a just sentence. There is a senseless habit of accounting mercy superior to justice, in which a great many believe.

The idea of justice contains every conceivable perfection; and the mercy that puts aside rent justice, is treason to society. Had justice always ruled the world, the name of mercy would have been unknown among men.

Had justice always appeared in the history of the heavens themselves the name of mercy would not have filled our prayers.

The plausible claptrap of tempering mercy with justice is rank nonsense. Nonsense in its very terms, consider the grand force of the word JUST and the absurdity of it all at once rises to the surface.

A good many people though not in prison, and suing for mercy, ought to be hung. It would be a MERCY.

If lynchers always hung the guilty party it would not be so bad. It is more merciful than the long waiting spell if it does catch the victim in a state of unpreparedness.

Does have to "examine" the school children, too. The children HAVE to be "looked over" whether they or their parents WANT them to be or not. The does look wise and say something once in a while such as "This child must have her teeth fixed." "This one must wear shoulder braces." "This one glasses" and so on down the line. It don't mean a thing—it is all claptrap and a joke, with the bad result that the parents (in a few cases the "advice") is followed, have to pay a dentist or an oculist or a something or other.

It's a habit with does to cause people to separate from their money. One day recently in a primary school—landed a book to a little girl and said, "Can you read that?" The child looked at the book and answered in the negative, when the doe said to the teacher, "This child must wear glasses." Now, the teacher NEARLY laughed—the child even snickered—for she had never been in school but two days in her life and DIDN'T KNOW HOW TO READ.

In the meantime—to use an elegant phrase—the stables still STINK.

This is a promise—defined. A promise KEPT is an obligation, or debt settled. A promise unkept is a LIE told. A promise should be made by the conscience and remembered by the head. It should be made, or given with caution and kept with care.

A promise is the offspring of INTENTION and its performance should—like a correctly balanced scale, present a mutual adjustment.

A delayed promise is justice postponed.

Paste that in your hat. There's no joke to it. We treat our promises too lightly. That is why the banks ask you to sign your name to a piece of paper before they will loan you money. They are USED to broken promises. They take no man's WORD and the banks are RIGHT.

In the next issue of this paper and in this column I am going to tell the truth about Adam and Eve. There's a good deal about them that's never been made public and there's no use in suppressing the truth any longer—besides, we're uncensored. The bride's off.

Rippling Rhymes

By Walt Mason

THE FAILURE

One fellow fails in life's great busy game, because his rags hang shapeless on his frame; his trousers hang around his spavined knees, his whiskers shelter hummingbirds and bees. His hair, unshingled, forms an ugly wreath, his shoes are brown, he doesn't clean his teeth; he always looks as though he'd been asleep in some straw stack or ancient rubbish heap. To get a job he ambles down the earth, explaining that he's long on sterling worth. "Give me a chance," all eagerly he pleads, "Judge not my rags, but judge me by my deeds. I'll cut more wood, and keep more bucksaw's warm, than any dude who is the mould of form." But people judge by how a man appears; they view the whiskers that conceal his ears, the tangled hair that forms a measly rug, the shirtfront stained with juice of natty plug, the coat that needs a soaking in the brook, the trousersloons that like twin corkscrews look, and they exclaim, "Get hence! Skedaddle! Sho!" We have no place for such a bo as you!" True worth may dwell in careless, slovenly chaps, but they must carry heavy handicaps.

Piano tuning done right. Redewills, Phone 1568.—Adv.

SEASON'S END RUSH AT U.S.R.S.

Status of Water Contracts Still Undecided, But Payments Are Being Received—Expect Definite Word from Denver Soon

With October 1 only a few days off, the uncertainty in the status of water rent contracts at the reclamation service has become acute, and Chief Clerk Mead has wired the Denver office to hurry up its decision, requested in previous letters. The flow of season end applicants is already taking on the proportions of a rush.

An order giving notice of intention to open the project on December 1, was received, extended the present water contracts to cover the period between the end of the irrigation year and the date of the proposed opening. This was to make the season for which water is to be bought start on the date of the opening, and on succeeding anniversaries thereof. But the status of contracts under the order extending the time, was not made clear, so that it was not known whether ranchers would be compelled to buy their minimum of two acre feet, or simply continue purchasing water at contract rates. Until the matter is decided, the local office is going on the assumption that all the terms of the old contracts are renewed for the two months period, and are selling water at the contract rates, which involve a double scale of five cents for an acre foot, not in excess of four acre feet for one parcel of land for the year, and of seventy-five cents for each acre foot over the four.

Inquiries have been made concerning stretching the minimum of two acre feet over the extended period, and the answer is given that when a rancher buys his minimum, it is for the year, and can't be used after October 1.

A definite construction of the ambiguous parts of the order, is expected from the office of the chief of construction at Denver, within a day or so.

FINANCES and MARKETS

[ASSOCIATED PRESS DISPATCH]

NEW YORK, Sept. 22.—Further extravagant speculation in specialties, chiefly those issues known as war shares, helped to swell trading to the very large total of 1,155,000 shares. Of this amount United States Steel and Westinghouse Electric alone contributed one-third, Steel incidentally advancing to 78-3/4, its highest price since 1912. Other very prominent features were American Car Foundry, American Locomotive, Baldwin Locomotive, American Smelting, Mexican Petroleum and automobile issues. New high prices were recorded on Bethlehem Steel, which rose 41-1/2 to 359. General Motors, whose meteoric rise of recent days made it the most conspicuous of specialties, opened at 345, an overnight gain of 22 points, fell off 10, and closed at 330. Other special stocks of no par:

We Recommend a

Certificate of Title

The Safe Way.

In this way we guarantee your title.

Phoenix Title and Trust Co.

18 North First Ave.

icular designation rose 2 to 5 points in the railway division. Reading and Erie first preferred, Canadian Pacific and "So" preferred, Southern Railway preferred and Atlantic Coast Line improved their position 1 to 3 points, but inquiry for investment issues was relatively narrow. More foreign selling of American railway issues was reported from London, where the international list was low, 1 to almost 3 points. United States Steel's greater strength probably had its origin in the reports of state journals, which state in effect that the export business now constitutes a dominant factor in that industry. Bonds were firm despite renewal of foreign selling. Total sales aggregated \$3,380,000.

Metals

Copper firm; electrolytic, 18; silver, 49 1/4.

Stocks

Smelting, 84 1/2-8; Santa Fe, 102 1/2-8; St. Paul, 84 3/4-8; New York Central, 92 7/8-8; Pennsylvania, 110 1/8-8; Reading, 150 3/4-4; Southern Pacific, 89 7/8-8; Union Pacific, 120 3/8-8; Steel, 78 1/2-2; Steel preferred, 114 1/8-8.

BOSTON COPPER MARKET

	Bid	Ask
Adventure	1 1/2	1 3/4
Ariz Comm	8 1/2	8 3/4
Alloyex	54	55
Calumet and Ariz	61 1/2	62 1/2
Calumet and Hecla	54 1/2	55 1/2
Copper Range	54 1/2	55 1/2
Daily West	2 1/2	2 3/4
Ray Consolidated	21 1/2	22
Green Cananea	29	30
Hancock	16 1/2	17 1/2
Isle Royale	27	27 1/2
Lake Copper	13 1/2	14 1/2
Miami	27 1/2	28 1/2
Mohawk	72	73
Mass Copper	19 1/2	19 3/4
North Butte	29 1/2	30
Nevada Cons	14 1/2	14 3/4
Oscoda	83	84 1/2
Old Dominion	51 1/2	52 1/2
Quincy	81	81 1/2
Shannon	6 1/2	7
Superior Copper	26 1/2	27
Tamarack	55 1/2	56
Utah Cons	12	12 1/2
Victoria	2 1/2	2 3/4
Winona	3	3 1/4
Wolverine	47 1/2	48
North Lake	1 1/2	1 3/4
South Lake	5 1/2	6 1/2
Chino	44	44 1/2
Utah Copper	66 1/2	67
Inspiration	24 1/2	25
Shattuck	25	25 1/2



Get Into the Game With Hyder

"Fair Play" "Golden Rule"
Because I play fair, I know I'll get your trade with my system of doing business. So you might as well come at once.

NECKWEAR

Neckwear is receiving more attention this season than ever. How about your ties? Get a Hyder tie from the latest arrivals.

HATS

We are receiving the season's latest, the hats of snap and style. Don't be out of date, wear the "right" hat—easy by going to Hyder's.

CLOTHING Hirsh-Wickwire and Griffon

Hyder's
STORE DE LUXE
PHOENIX, ARIZ.



The National Bank of Arizona
Corner Center and Washington Sts.

UNITED STATES DEPOSITARY

Capital, Surplus and Undivided Profits, \$400,000.00

Four Percent Interest Paid on Term Deposits